

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

<u>Contract / Revision</u> 486299 /		<u>Alt Order #</u> 06245746
<u>Product</u> HOUSE MAJORITY PAC		
<u>Contract Dates</u> 09/21/12 - 10/01/12		<u>Estimate #</u> 1428
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 09/28/12 / 09/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 8	KVVU	09/25/12	10/01/12	Katie Couric	2-3p		:30			NM	4	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$185.00			
E 9	KVVU	09/25/12	10/01/12	Anderson	3-4p		:30			NM	6	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				6	\$185.00			
N 10	KVVU	09/25/12	10/01/12	The Dr.Oz Show	4-5p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	9	KVVU	09/25/12-10/01/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$200.00	NM		
	Credited											
E 12	KVVU	09/25/12	10/01/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	5	\$1,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$365.00			
E 16	KVVU	09/25/12	10/01/12	More M-F 9-10a	M-F 9a-10a		:30			NM	4	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$215.00			
Totals											82	\$41,530.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	77	\$40,395.00	\$34,335.75
10/01/12 -10/01/12	5	\$1,135.00	\$964.75
Totals	82	\$41,530.00	\$35,300.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

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# 610-225-1191
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FROM REP      SEP28/12 18.36
**CHANGES**  *** KVVU-TV ***
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BUYER NAME SHIRA LEVY

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP28/12 18.36

CREATED AND OK'D M7
NEW TOTAL \$41530 (-200)
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AGENCY ADVERTISER CODE = 79 AGENCY EST# = 1428
AGENCY PRODUCT CODE = 86

10	ES	400P-500P	30	\$200.00	9/25	10/1	4	TTT-E	M	4
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PROGRAM : DR OZ
CON COM1 : DR OZ
CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP25
STATION MAKEGOOD OFFERS:
M6 REJECT BUY#10 MISSED: TU-F,M/400P-500P OCT1 30S $200.00 (SEP28/12)
OFFER: NONE
CMT: SPOT N/A DUE TO RATE. FLIGHT ENDS 10/1 AND ALL LOGS ARE CLOSED. PLS
CMT: CREDIT.

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REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/12 18.36
 *** KVVU-TV ***
 REP HEADLINE# 6245746 TRF# 486299
 \$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M7 OK'D BUY#10 MISSED: TU-F,M/400P-500P SEP25 30S \$200.00 (SEP28/12)
 OFFER: NONE
 CMT: SPOT N/A DUE TO RATE. FLIGHT ENDS 10/1 AND ALL LOGS ARE CLOSED. PLS
 CMT: CREDIT.

SEP/12	41530.00	OCT/12	\$.00									
CONTRACT TOTAL 41530.00												
TOTAL SPOTS 82												

MARKET TOTALS \$255,333 KVVU 18% KSNV 30% KLAS 27% KTNV 16% KVMY 4% KVCW 4% CABL 0%
 KTUD 1%
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE